

Using fan letters as a guide to what household information is most needed and desired, Aunt Sammy discusses nutrition, meal planning, cooking, clothing, health, house furnishing, gardening, and other kindred subjects. The letters indicate that planning and cooking three meals a day continue to be the biggest and most puzzling tasks of the average housewife.

The Bureau of Home Economics is the main source of information for the housekeepers' chats, and the success of the talks is due in large measure to the work of the bureau specialists in planning practical, well-balanced menus, calling for foods which are in season, and in furnishing recipes so nearly "fool proof" that they seem never to fail, even in the hands of inexperienced cooks. Great care is taken in writing the menus and recipes, so that they will be clearly understood over the air. Lists of ingredients are repeated and methods of cooking explained logically and simply.

Answers to Questions

Another important contribution of the Bureau of Home Economics is its answers to the hundreds of questions received as a result of the housekeepers' programs. If the answers are of general interest, they are incorporated into the programs; otherwise a personal answer is mailed.

Anticipating a demand for the radio recipes, the department had 50,000 loose-leaf cookbooks printed in 1926. Menus and recipes were furnished in loose-leaf form with a binder, and supplements were sent out from time to time. The loose-leaf cookbook was followed by Aunt Sammy's Radio Recipes, a bound book containing 70 menus and about 300 recipes developed by the Bureau of Home Economics and broadcast in the housekeepers' chats from October, 1926, to June, 1927. Two hundred and five thousand copies of Aunt Sammy's Radio Recipes have been distributed in response to individual requests from women listeners.

In order to put the home radio information service on a more systematic basis, Aunt Sammy's Radio Record was provided for listeners of the 1928-29 season. Aunt Sammy's Radio Record is a 48-page book. It contains directions for planning balanced meals and for setting the table, and space for taking down the menus and recipes which are being given in the broadcasts this season.

JOSEPHINE F. HEMPHILL.

RADIO Service of the Department Expands Educational Program

In common with other activities connected with the radio art, the general educational radio programs of the Department of Agriculture recently have been expanded in scope and have found a firmer place in the daily life of a million and a half farm families who regard their radio receiving sets as indispensable business equipment.

In addition to continuing the manuscript service containing programs for farmers, home makers, farm boys and girls, and all listeners interested in the broad problems of conservation and use of our plant and animal resources, the department radio service began this year a daily noon-hour broadcast direct from Washington through a network of 15 stations in the great central farming area. This service was

established at the invitation of the National Broadcasting Co. and associated radio stations in October, 1928. It comprises a 15-minute program each weekday except Saturday, sent at 12.15 to 12.30 p. m. central standard time, direct from Washington through the cooperating stations. In this service members of the department staff give a variety of economic and production information bearing upon the problems of farmers in the area from the Alleghenies to the Rockies and from the Canadian to the Mexican borders.

The manuscript service is broadcast by 142 stations located in 41 States, the District of Columbia, and Hawaii. The service for home makers is elsewhere described in this Yearbook. Two 10-minute programs for farmers are broadcast five days each week. Four other 10-minute programs are sent on a weekly schedule, and two monthly releases are provided. The weekly features include one especially designed for farm boys and girls, giving a view of the activities throughout the Nation of 4-H clubs.

Broadcasting Corn-Borer Information

The usefulness of radio in agricultural emergencies was again demonstrated last year when 46 stations joined with the Department of Agriculture in sending a series of nine weekly broadcasts fully describing the corn-borer situation and giving information on methods of control. Other emergency broadcasts were supplied as need arose in farming localities. One broadcast, for example, was said by farmers and extension workers to have been of assistance in halting a cutworm invasion in a northwestern region.

The radio service is writing programs for five different farming regions of the Nation in order to provide information applicable to the conditions on the farms of listeners. To systematize the reception of information given in the broadcasts a United States Farm Radio Record has been provided for the use of listeners.

Along with other broadcasting agencies, the department's radio service found during 1928 that listeners have definitely passed the stage in which radio was chiefly interesting because of its novelty and are looking for quality entertainment and sound information programs. Consequently listeners no longer write large numbers of merely appreciative letters. They carry on correspondence chiefly to obtain further information regarding points mentioned in programs. Requests from listeners for publications of the department, aside from the special compilation of recipes and menus, average in the neighborhood of 5,000 per month and are increasing.

The experience of the department and the utterances of leaders of the radio industry indicate that the farmers' special need for a radio service is recognized by the industry. The reallocation plan put into effect by the Federal Radio Commission late in 1928 was said by members of the commission to be especially designed to maintain better listening conditions for farmer radio owners. It is apparent that radio broadcasting now is firmly established as an essential service to farmers and townsmen alike.

MORSE SALISBURY.